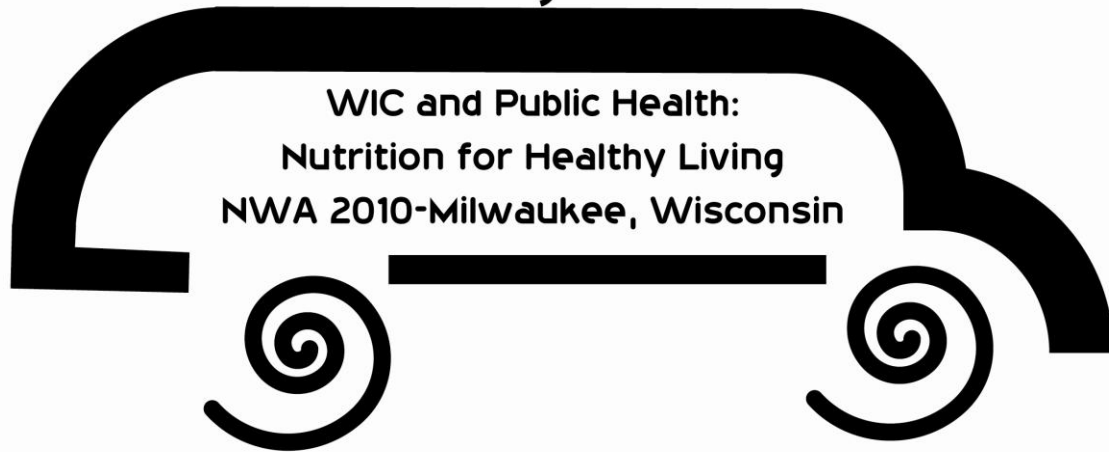


A Healthy Ride



Call for Posters Application Form

Submit separate application form for each poster

Due by April 9, 2010

State Affiliation: Multi-state submission, see attached for complete listing

Agency Name: Multi-state submission, see attached for complete listing

Poster Presenter: Nelda Mercer, MS, RD, FADA
WIC Consultant

Address: Michigan Department of Community Health – WIC Division

320 S. Walnut, Lansing, Michigan 48913

E-mail Address: Andersonjv@michigan.gov, or
(neldamer@aol.com)

Phone Number: 517-335-8957

Fax Number: 517-335-8835

Title of Poster Presentation: The Impact of wichealth.org: Comments from the Field

Abstract of Presentation: (Limit to 4 – 5 sentences)

The purpose of this session is to share state implementation strategies and client perspectives associated with use of wichealth.org, an Internet-based nutrition education project being used in 14 states. To date, over 500,000 clients have completed a wichealth.org lesson. Data will be presented quantitatively, through analysis of comment themes, and qualitatively using a sample of client comments. Differing methods of how states have implemented wichealth.org will also be shared. Conference participants will learn and be better able to determine how a system like wichealth.org could be used to impact client nutrition behaviors.

Summary of Presentation: (Limit 200 words)

wichealth.org is an Internet-based nutrition education project currently offered in 14 states. Since 2002, over 500,000 WIC clients have completed a behavior change lesson associated with a variety of parent-child feeding issues. The purpose of this session is to provide a glimpse into client responses pertaining to perceived impact of wichealth.org in assisting them to move along the stages of change, client perception of wichealth.org as an educational intervention, and unique ways in which partner states and their agencies have incorporated wichealth.org into clinic flow. The client experience will be represented by how wichealth.org has directly impacted the lives of those served by WIC. Client comments and perspectives from across the U.S. will serve as the backdrop for this session, represented both quantitatively through analysis of comment themes, and qualitatively using a sample of their collective voice. Conference participants will gain a better perspective into how wichealth.org can be implemented and how clients perceive the impact wichealth.org has had on their lives and the lives of their children.

Poster Bulletin Board X

Table Top Display □

You will be notified of acceptance, mailing instructions and any space restrictions
no later than [April 19, 2010](#)

Return E-mail form to:

Poster Session Sub-Committee Chair
Sue Charbonneau
NYS Department of Health
Division of Nutrition – Riverview Center
150 Broadway FL6 West
Albany, New York 12204-2719
E-mail: NYSWIC@health.state.ny.us
Phone: 518-402-7093 / Fax: 518-402-7348